



Virginia Public Safety Outreach Conference

"Outreach Means Reaching Out"

Marriott Hotel - Richmond, Virginia - November 17-18, 2004

CONFERENCE AGENDA

Tuesday, Nov. 16

6:00-10:00 p.m.	Hospitality Room	Light refreshments
8:00-10:00 p.m.	Grand Ballroom Foyer	Exhibitor set-up

Wednesday, Nov. 17

7:00-8:00 a.m.	Grand Ballroom Foyer	Exhibitor set-up
7:30 a.m.-Noon	Upper Level Coat Room	Registration
8:00 a.m.-9:30 p.m.	Grand Ballroom Foyer	Exhibits all day

General Session

8:30-8:45 a.m.	Salon E	Introduction	Michael Cline, State Coordinator, Virginia Dept. of Emergency Management
8:45-9:05 a.m.		Welcome	John Marshall, Virginia Secretary of Public Safety
9:05-9:35 a.m.		Guest Speaker	Liz DiGregorio, Citizen Corps White House Liaison, Dept. of Homeland Security
9:35-10:15 a.m.		Guest Speaker	Elizabeth Davis, Vice President & Director, Emergency Preparedness Initiative, National Organization on Disability
10:15-10:30 a.m.		Break	

Wednesday, Nov. 17

General Session (cont.)

10:30 a.m.-Noon	Salon E	Panel discussion	<i>Working Together for Common Goals</i>
		Facilitator:	Liz DiGregorio, Department of Homeland Security
		Panelists:	Olegario “Ollie” Cantos, U.S. Dept. of Justice Art Carroll, Virginia VOAD Ron Gird, NOAA Pat Harris, Virginia Crime Prevention Association Judy Marston, Virginia Department of Health Cee Cee Molineaux, Corporation for National & Community Service
12:15-12:45 p.m.	Salon F	Luncheon	
		Guest Speaker	George Foresman, Assistant to the Governor of Virginia Office of Commonwealth Preparedness
1:00-2:30 p.m.	Salon E	Panel discussion	<i>Bringing Our Message Home</i>
		Facilitator:	Pete Sommer, City of Hampton Emergency Management
		Panelists:	Jim Davis, Pittsylvania County Emergency Management Darcy Howarth, American Red Cross Greater Richmond Chapter Carl Lindgren, Arlington County Emergency Management Kristina Morris, Southwest Virginia Medical Reserve Corps Mary Russo, Virginia Beach Volunteer Office Billie Tebbens, Henrico County Division of Police
2:30-2:45 p.m.	Grand Ballroom Foyer	Break	

Wednesday, Nov. 17

Breakout sessions

	<i>Salon A-B</i>	<i>Salon C-D</i>	<i>Salon G-H</i>	<i>Salon I-J</i>
	PLAN	PREVENT	EDUCATE	VOLUNTEER
2:45-4:15 p.m.	<p>NIMS: Learn Why the National Incident Management System is Essential to Your Efforts</p> <p><i>Instructor will provide an overview of the Incident Command System and the National Incident Management System.</i></p> <p>-- A.G. Moore, Colonial Heights Fire Dept. -- T.C. Hairston, Petersburg Fire Dept.</p>	<p>Preventing A Communication Breakdown: Non-Traditional Ways to Get Our Message Out</p> <p><i>When the electricity's out and you can't reach your audience, how do you get critical information where it is needed? Speakers will represent communities that reexamined how to get their messages out following Hurricane Isabel.</i></p> <p>-- Peter Walentisch, City of Williamsburg Health & Human Services -- Carl Lindgren, Arlington County Office of Emergency Mgmt. -- Sam Gulisano, Chesapeake Fire Dept.</p>	<p>Teach Me How to Get \$\$\$: Lessons in Grant Writing</p> <p><i>Do your grant writing skills need improvement? This class will provide tips on how to find grant opportunities and submit winning applications.</i></p> <p>-- Dr. Joe Saitta, Virginia Dept. of Health</p>	<p>Metrics 4 Success: Evaluating Your Volunteer Program</p> <p><i>How well are you doing? Learn why it is important to measure the outcome and effectiveness of your programs.</i></p> <p>-- Susan Herbert, Fairfax County Fire & Rescue</p>

Wednesday, Nov. 17

Breakout sessions (cont.)

	<i>Salon A-B</i>	<i>Salon C-D</i>	<i>Salon G-H</i>	<i>Salon I-J</i>
	PLAN	PREVENT	EDUCATE	VOLUNTEER
4:30-5:45 p.m.	<p>Risk Communication Message Development Workshop</p> <p><i>Rules for effective communication change in high stress or emotionally charged situations. Your messages to the public will be judged by their content, messenger and method of delivery. Learn what concerns can be anticipated and how to structure your messages so the public will not only understand what you're saying, but also act upon your recommendations.</i></p> <p>-- Trina Lee, Virginia Dept. of Health</p>	<p>Prevention Programs for Our Youth: Who's Getting the Right Message to Kids?</p> <p><i>Preventing future problems before they happen. Panelists will describe their programs and share how they educate, guide and empower our youth.</i></p> <p>-- Rohn Brown, Virginia Alcohol & Beverage Control -- Darcy Howarth, American Red Cross Greater Richmond -- Kelli Turner, Virginia Dept. of Fire Programs</p>	<p>Learn How to Safeguard Your Program: Examine Issues Such as Liability and Credentialing</p> <p><i>Are you and your volunteers covered? This session will provide an overview of the issues involved with this hot topic.</i></p> <p>-- David Mickalonis, Community Research Associates -- Dave Derringer, Chesterfield Police -- Steve Gravely, Troutman Sanders LLC Attorneys At Law -- Kaye Harden, Charlottesville/ Albemarle Emergency Management</p>	<p>We Can Help: Volunteer Partners Offer Resources and Insight</p> <p><i>Panelists will represent various organizations that often partner with others to increase public safety and awareness.</i></p> <p>-- Monica Loving, Virginia Jaycees -- Dan Stamp, VA Dept. of Forestry -- Art Carroll, Virginia VOAD -- Terry Kauffman, Executive Heart of Virginia Council, Boy Scouts of America -- A.C. McNeer, Amateur Radio</p>
6:30-9:30 p.m.	Salon F	<p>Networking party Appetizers & refreshments Music by "The Force" (Henrico County Division of Police)</p>		

Thursday, Nov. 18

8:00-10:00 a.m. First Floor Coat Room Registration

Breakout Sessions

	<i>Salon A-B</i>	<i>Salon C-D</i>	<i>Salon G-H</i>	<i>Salon I-J</i>
	PLAN	PREVENT	EDUCATE	VOLUNTEER
8:30-10 a.m.	<p>It's Raining Cats and Dogs: Is Your Community Ready?</p> <p><i>Humane Society of the United States (HSUS) representative will talk about what your community needs to do to protect animals in disasters. She will examine planning for sheltering, animal-related industry, service animals, wildlife and more. HSUS will bring recent experiences from the Florida hurricanes to this discussion.</i></p> <p><i>-- Anne Culver, Humane Society of the United States</i></p>	<p>Preventing Cultural Roadblocks: How Well Do You Know Your Audience?</p> <p><i>In your outreach, do you consider your community's multi-cultural heritage? This panel discussion will focus on ways to develop a better understanding of cultural traditions in your community.</i></p> <p><i>-- Lisa Zajur, Spanish Academy & Cultural Institute</i> <i>-- Dr. Rauf Qureshi, Virginia Islamic Academy</i> <i>-- Dona Huang, Virginia Emergency Response Council</i></p>	<p>Incorporating for Success</p> <p><i>Are you looking for a way to accept donations? This session will teach you the do's and don'ts in forming a non-for-profit corporation.</i></p> <p><i>-- David Mickalonis, Community Research Associates</i></p>	<p>CERT: How to Modify the Curriculum to Suit Your Needs</p> <p><i>Speakers will represent a variety of successful local programs.</i></p> <p><i>-- Rebecca Joyce, Central Shenandoah Planning Commission</i> <i>-- Jim Davis, Pittsylvania County Emergency Mgmt.</i> <i>-- Sue Maddox-Toth, Virginia Dept. of Transportation</i> <i>-- Ted Ambrose, Chesapeake Fire Dept.</i> <i>-- Jay Callan, George Mason University</i></p>

Thursday, Nov. 18

Breakout Sessions (cont.)

	Salon A-B	Salon C-D	Salon G-H	Salon I-J
	PLAN	PREVENT	EDUCATE	VOLUNTEER
10:15-11:45 a.m.	<p>Do You Have A Plan for Everyone?</p> <p><i>Is your entire community prepared for disasters or will people with disabilities slip through the cracks? This session will focus on including people with disabilities in your disaster planning. Panelists will represent the deaf and hard of hearing, blind, mobility-impaired and mentally impaired communities.</i></p> <p>-- Cheryl Heppner, Northern Virginia Resource Center for Deaf and Hard of Hearing Persons -- Edwina Juliet, Nat'l Task Force on Fire & Life Safety for People with Disabilities -- Rebecca Joyce, Central Shenandoah Planning District Commission -- Bill Armistead, Virginia Dept. of Mental Health, Mental Retardation & Substance Abuse Services</p>	<p>Terrorism & Security Awareness Orientation</p> <p><i>This orientation will provide you with the necessary "tools" to enable you to be more personally and professionally security conscious while continuing to provide the highest quality of customer service to the residents of the Commonwealth. In the past, training focused exclusively on antiterrorism. This series of safety discussions is intended to provide general security awareness with special emphasis on terrorism. This course will soon be offered to all state employees.</i></p> <p>-- Randy Frances, Virginia Dept. of Transportation</p>	<p>Getting the Message Out: Communicating Effectively with the Media</p> <p><i>Ever wonder if the media really understands your message? What do they want to hear? How do you feed the "beast"? In a Q & A session with media representatives, you will find out how the media really works, what they're looking for and how you can better craft your message.</i></p> <p>Facilitator: -- Rebecca Feaster, Feaster & Associates</p> <p>Panelists: -- Peter Bacque, Richmond Times Dispatch -- Hank Silverberg, WTOP Radio -- Jennifer Wishon, WDBJ-TV</p>	<p>Creating A Niche for Experience: What Senior Citizens Can Bring to Your Efforts</p> <p><i>Have you considered getting seniors more involved in making their communities safer and better prepared for emergencies? Learn how to tap this incredible resource and bring more value to your program.</i></p> <p>-- Thelma Watson, Senior Connections -- Judy Schwerdtfeger, Henrico County TRIAD/S.A.L.T. Council -- Fred Wolking, Veterans of Foreign Wars</p>

Thursday, Nov. 18

Noon-12:45 p.m.	Salon F	Luncheon	
		Best Practices	Gerry Cox, Arlington Citizen Corps Rebecca Joyce, Central Shenandoah Planning District Commission Ed Kantor, UVA Medical Reserve Corps. Pamela Necessary, Tazewell County Public Safety & Technology
12:45-2:00 p.m.	Salon F	Awards Ceremony	Bob Crouch, Virginia Chief Deputy Secretary of Public Safety VDEM Public Affairs & Citizen Corps staff
2:00-2:30 p.m.	Salon F	Closing	VDEM Public Affairs & Citizen Corps staff

